

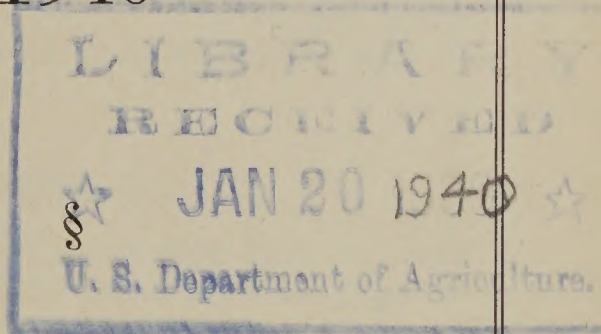
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Chrysanthemum Price List

1940



Geneva Floral Co.
GENEVA, N. Y.

GREENHOUSE AND OFFICE
Border City, N. Y.

OUR GUARANTEE:—We guarantee to deliver Mum Rooted Cuttings by parcel post free to your post office in zones 1, 2, 3, and 4. If not satisfactory cuttings may be returned to us at once **carefully packed**, and your money will be refunded. Shipments damaged in transit **Must Be Shown At Once To Postmaster or Express Agent** and then report damage to us immediately. No allowance if report is made after 24 hours.

Beyond the fourth zone it is safer and better to ship by express and such shipments will go collect.

TERMS, Etc.

While we use every possible care to have all varieties properly labeled and true to name, we give no warranty, expressed or implied.

We cannot guarantee a crop, as growing depends entirely upon the grower.

Not less than 25 of one variety at 100, and 250 at 1000 rates.

Orders of 1000 or more assorted varieties may take 1000 rates.

Five percent off cash with order, two percent ten days, 30 days net.

Cash with order or C. O. D. to parties without established credit.

Prices—\$3.00 per 100, \$25.00 per 1000 except where noted, and all prices subject to change.

Smaller quantities, varieties labeled, 5c each, 50c per dozen.

EARLY STANDARDS

Ambassador—Large incurved white.
Ambassador—Yellow sport of Ambassador.
Celestra—A perfect yellow ball.
Chrysolora—Large incurved yellow.
Columbus Dispatch—Large incurved yellow.
Detroit News—Choice early bronze.
Good News—Yellow sport of Detroit News.
Gold Lode—Earliest large yellow we have.
Indianola—Large fine bronze.
Justrite—Early pink of fine color.
Major Bowes—New early pink, fine.
Mrs. Kidder—Large fine incurved yellow.
Mrs. W. C. Johnson—Incurved pure white.
October Rose—Incurved pink.
Quaker Maid—Medium sized pure white.
Quaker Maid Yellow—Sport of Quaker Maid.
Rose Glow—Incurved dark pink.
Silver Sheen—Incurved pure white.
Smith's Superlative—Intense yellow.
Sunglow—Large fine incurved yellow.

MID-SEASON

Betsy Ross—Popular incurved white.
Chas. Rager—Large tall incurved white.
Chieftain—Old standard pink.
J. W. Prince—Dark sport of Chieftain.
Citronelle—Good incurved yellow.
E. S. Kelly—Large incurved pure white.
Evening Star—Good shade dark pink.
Golden Glory—Choice incurved yellow.
Mefo—Large incurved creamy white.
Mefo Yellow—Sport of Mefo.
Monument—Incurved white.
Monument Yellow—Sport of Monument.
Oscoda—Incurved lavender.
Mrs. A. J. Stahelin—A good bronze.
Richmond—Incurved yellow.
Rose Perfection—Partly incurved pink.
White Perfection—Lightly tinted pink.
Sec. Nehrling—Buff yellow, choice.
Snow White—Large incurved pure white.
White Turner—Incurved white.

Yellow Turner—Sport of White Turner.
Pink Turner—Sport of White Turner.
Bronze Turner—Sport of White Turner.

LATE

Chattanooga—Large pure white.
Dec. Glory—Late incurved white.
Dec. Glory, Yellow—Light yellow sport.
Distinction—Fine large late pink.
Helen Frick—Fine incurved late pink.
Friendly Rival—Large incurved yellow.
Garnet King—Beautiful dark red.
Golden King—Incurved yellow.
Mistletoe Improved—Latest large white.
Mistletoe, Yellow—Sport of Mistletoe.
Mistletoe, Pink—Sport of Mistletoe.
Mistletoe, Bronze—Sport of Mistletoe.
Nellie T. Ross—Large fine yellow.
N. T. Ross, Golden—Darker sport of Nellie T. Ross.
Pearson, Gladys—Very fine bronze.
Pearson, Yellow—Sport of G. Pearson.
Oakleaf—Dark brown sport of G. Pearson.
Siedwitz—Old standard late pink.
Smith's Late White—Very late.
Sungold—Shaggy incurved yellow.
Thanksgiving Pink—Very dark pink.
Whittier—Fine incurved yellow.

POMPONS

Autumn Glints—Good bronze for Nov. 1.
Avalon—Orange bronze for Thanksgiving.
Beuneta—Bronze tipped with gold for Thanksgiving.
Bokara—Bronze or brick red for Oct. 25.
Buttercup, Early—Choice early yellow.
Buttercup, Late—Yellow for about Dec. 5.
Captain Cook—Old rose for Nov. 10.
Christmas Gold—Golden yellow button for Dec. 1.
Chicago Pearl—Pure white, may be disbudded, for Thanksgiving.
Clorinda—Good Thanksgiving bronze.

Comanche—Bronze and yellow for Dec. 15.
Cora Peck Buhl—Early yellow for Oct. 25.
Cordova—Best white for Thanksgiving and later.
Cordova, Yellow—Good colored sport of Cordova.
Crystal Jewell—Small pure white for Nov. 25.
December Glory Pom.—White for Dec. 5 and later.
Dorothy Turner—Dark bronze for Nov. 25.
Doty, Pink—Very popular early light pink for Nov. 1.
Doty, White—White sport of Pink Doty.
Doty, Bronze—Bronze sport of Pink Doty.
Golden Climax—Good yellow for Nov. 15.
Golden Nymph—Bronze and gold for Dec. 10.
Golden Sceptre—Yellow for Nov. 25.
Helen Hubbard—Dark red for Nov. 25.
Irene—Short small button white for Oct. 15.
Irene Rich—Pink for Nov. 1.
Jewell—Bright rose pink for Oct. 10.
Jewell, White—White suffused with pink for Oct. 10.
Legal Tender—Bronze and gold for Nov. 20.
Lilac—Light pink for Oct. 15.
Loris—Bronze for Dec. 1.
Mary Lemon Hall—Clear rich yellow for Nov. 1.
Minong—White for Oct. 20, also Hardy.
Modena—Yellow for Dec. 1.
Morning Glow—Much like Pink Doty for late October.
New York—Bronze for Nov. 15.
Nuggets—Choice early yellow for Oct. 25.
Ouray—Dark mahogany brown for Oct. 20.
Pagosa—Dark pink for Dec. 5.
Perfecto—Choice yellow for Nov. 25 and later.
Pink Dot—White with pink center for Oct. 25.
Pink Popcorn—Fine pink for late October.
Princeton—Decided orange yellow for Nov. 15.
Rodell Improved—Excellent yellow for early October.
Sea Gull—Excellent white for Nov. 1.

Tonquin—Very productive rose pink for Dec. 10.
Topaz—Late bronze.
Touchdown—White with yellow center for Oct. 25.
Unalga or Gold Coin—Choice late yellow for Dec. 1.
Usonia—Pink for Nov. 25.
Uvalda—Choice white for early October.
Wilcox, Frank—Choice and reliable Thanksgiving bronze.
Wilcox, Red—More red than Frank Wilcox.
Yellow Fellow—Good mid-season yellow.
Yellow Hilda Canning—Choice mid-November button.
Yuletide—White for Dec. 1.
Yuletide, Yellow—Yellow sport of Yuletide.

SINGLES

Anna Nanzig—Dark sport of Godfrey for Nov. 25.
Buckingham—Pink for early November.
Buckingham, Bronze—Sport of Buckingham.
Godfrey—Clear bright pink for late November.
Hasegawa Pink—Pink with golden center for late November.
Menza—Good single white for mid-November.
Menza Golden—Same as Menza but yellow.
Valencia—Large orchid pink for Nov. 30.

ANEMONES

Blanche—White for Oct. 30.
Beautiful Lady—Pink petals and creamy cushion for Nov. 20.
Coed—Light pink, yellow cushion for mid-season.
Crimson Glow—Dark red for late November.
Espy's Dark Pink—Sport of Pink Supreme.
Garza Supreme—White for Christmas and later.
Garza Yellow—Yellow sport of Garza.

- Izola**—Deep pink or amaranth for Nov. 1.
Maple Leaf—Beautiful bronze for late November.
Norma—Very popular orchid and pink for late November.
Orchid Beauty—Intense orchid with gold cushion for Nov. 15.
Pink Supreme—Shell pink, large, disbud.
Rolinda—Orange bronze for Nov. 20.
Rolinda, Yellow—Sport of Rolinda.
Suzanne Miller—Yellow sport of Norma for late November.
Sorona—Late white with yellow cushion.

HARDIES

- A. Barham**—Orange bronze, large flower for middle October.
Adironda—Red and orange bronze button for middle October.
Albert Mueller—Apricot suffused with pink for early October.
Alice Howell—Orange yellow, single for middle October.
Aladdin—Bronze, early and all season.
Boston—Similar to Aladdin but semi-double for all season.
Carrie—Good yellow for later September—old standby
Crimson Splendor—Single red with large flower for Oct. 1.
Cavalier—Single rich vermilion red for middle October.
Dazzler—Cardinal red, single, very choice for middle October.
Ethel—Small baby bronze, bud dark red, for middle October.
Ganna—Bright pink, strong grower, good stem, for middle October.
Glomero—Bronzy orange, good stem, for Oct. 1.
Harvest Home—Double bronze, fine for cutting for middle October.

- Jean Treadway**—Light pink with dark center for middle October.
- Loramie**—Single pink for early September.
- Lorelei**—Early bloomer and good stem, for middle September.
- Margot**—Button white, excellent for pots, for early October.
- Minong**—Pure white for middle October.
- Muldoon**—Purplish amaranth, fine for cutting middle October.
- Murillo**—Fine shade of pink, fine flower for early October.
- Natoma**—Bright pink, fine flower for middle October.
- Normandie**—Delicate pink, almost white, for September and later.
- Yellow Normandie**—Bronzy yellow sport of Normandie.
- October Girl**—Choice pink, good for cutting, middle October.
- Pink Cushion or Amelia**—Bright pink, short and bushy, for September until frost.
- Red Flare**—Bright red button for Oct. 15.
- Rosy Gem**—Bright pink or rose for Oct. 15.
- Ruth Hatton**—Good double white for early October.
- Ruth Marion Hatton**—Similar in growth to Ruth Hatton
- Ruth Cummings**—Reddish, aging to soft bronze, for middle October.
- Sept. Queen**—Dwarf white, good for pots, for September and later.
- Teton**—Single white for early September.
- Vivid**—Rosy crimson and very choice, single, for early October.
- Yellow Gem**—Bright yellow, very free, for middle October.

KOREANS

All Single.

- Apollo**—Bronze, red and gold, very attractive, for early October.

- Ceres**—Combination of gold, yellow and copper for early October.
- Country Girl**—Tall pink, good for cutting, for early October.
- Daphne**—Lilac rose and daphne pink for middle October.
- Diana**—Rose pink for middle October.
- Hebe**—Lavender pink, very early and fine, for early October.
- Innocence**—Delicate pink turning white for late September.
- Dazira**—Similar to Innocence but stronger, for early October.
- Louise Schling**—Salmon bronze opening red for early October.
- Mars**—Wine red, very striking variety, for early October.
- Mercury**—Red but not so dark as Mars, for late September.
- Vulcan**—Bronze crimson, good for cutting, for early October.

VARIETIES FROM AGRICULTURAL DEPARTMENT AT WASHINGTON

- Algonquin**—Double yellow for early September, good for cutting.
- Amoskeag**—Semi-double, pale lemon yellow for early September.
- Barnegat**—Double lemon yellow for late September.
- Geronimo**—Very double 3-inch bronze flower for early September.
- Manantico**—Single rose colored bloom for September and October.
- Muskogee**—Semi-double purplish, changing to pink, beautiful.
- Matawan**—Dwarf spreading plant like Cushion, single pink for early October.
- Otsego**—Fine early pink and good for cutting, for September and October.
- Pohatcong**—Very double pink and white flower for early October.

- Passumpsic**—Double blush white for early October.
Seminole—Dwarf blush with creamy center for early September.
Suwanee—Single white 3-inch flower for middle September.

NEW HARDY VARIETIES FROM AGRICULTURAL DEPARTMENT

Washington, D. C.

15c each; \$10.00 per 100

- Siwaske**—Double cream white for late August.
Lenape—Double bronze and yellow for early September.
Tohophee—Double white for late August.
Quechee—Single blush for middle September.
Coos—Double dwarf yellow for middle September.
Comarron—Double deep yellow for late September.
Niobrara—Semi-double blush for late September.
Uinta—Semi-double bronze for late September.
Sioux—Semi-double bronze and yellow for middle September.
Einooski—Semi-double white for late September.
868—Single pink.
498—Single red.

Have you considered the possibilities in growing Hardy Mums?

Many of our customers are very enthusiastic about this line of the business and are finding it very profitable. Here is an example:

One of our customers two years ago bought about 500 Hardies. Last year he bought about 1500 and for the coming year he has ordered over 5000.

He grows them out of doors entirely giving plenty of room and sells mostly right from the field. The larger and nicer plants go first at from \$1.00 to \$1.50 each just as they are about to bloom. The cheapest go at 35c to 50c. This last season he cleaned out every plant. This looks like a very profitable business when one can buy the plants for 2½c to 3c each, and they take no greenhouse room and are entirely field grown.

For those growing Hardy Mums we would advise that if possible you put in artificial watering, and if you live in the northern states where frosts do sometimes come early, it would be very easy to set your water system going and let it run all night or as long as necessary. The moderately warm water in the fall will keep off a lot of frost. A little investment in this way may save you hundreds of dollars. Many of the best varieties are very apt to bloom just after the first frosts.

If you wish to lift and pot some early, the green paper pots are good and very inexpensive.

While we would like to take care of all orders, our stock is naturally limited, and unless you get your orders in early you may not be able to get what you want.

GENEVA FLORAL CO.

Geneva, N. Y.

Greenhouses and Office: Border City, N. Y.

APRI

S P E C I A L f o r A D V A N C E O R D E R S .

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